

**Application for Gold West Country Cooperative Marketing Funds**

Approved audits/apps mte  
3/8/09 Barb

Please type:

Organization Name(s) City of Helena Public Art Committee Telephone 406-447-8491Legal Address 316 N. Park Ave. City Helena Zip Code 59623Project Supervisor Kathy Macefield Telephone 406-447-8491Address c/o City Planning, 316 N. Park Ave. City Helena Zip Code 59623Regional President Mike Steele Telephone 683-4288Tourism Region Gold West CountryProject Title Print 20,000 copies of "Best Little Art Town: The 2009-2010 Guide to the Arts in Helena Montana"Total Budget for Project (taken from attached detailed budget) \$ 9,141.50Percentage of Cooperative Funds Requested 38% Dollar Amount of Cooperative Funds Requested \$ 3,500Proposed starting and ending dates (maximum 1 year) : From February 2009 To: June 2009

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$ <u>3,500</u> *
b. Memberships	\$ <u>0</u>
c. Advertising Revenue	\$ <u>8,141.50</u>
d. Cash on Hand	\$ <u>1,000</u>
e. Other (please list): NONE	
TOTAL (should equal total project budget)	\$ <u>9,141.50</u> *

## Cooperative Marketing Application

### 1. *Narrative description of this project. Include how the project is executed.*

The City of Helena Public Art Committee (HPAC) advertised a request for proposals to revise the written and pictorial content, sell ads for inclusion, and print 10,000-25,000 copies of the 2009-2010 "Best Little Arts Town," a multi-page color publication promoting and educating Helena's citizens and visitors about the arts in Helena, and provide a link from the publication to the HPAC's website. Three proposals were received for this project (RFP is attached). The team of Linda McCray, Barbara Fifer with Allegra Print and Imaging was selected (proposal rating form attached). This team will be responsible for updating the written and pictorial content of this publication, design and layout the publication, sell advertising to assist with printing costs; print, bind and distribute the publication to businesses around Helena, the region and Montana tourism countries; and assist with providing web links to the publication.

The HPAC will oversee the project, including content, and provide information related to articles that will be included; review any revisions to center section (8 pages) on Helena's Art in the Public Eye; and check the final proof. A copy of the 2007-2008 publication has been submitted. This publication will follow the successful model of the 2005-2006 and 2007-2008 arts guides, but will have a larger number of copies that can be provided to the Helena Area Chamber of Commerce for their distribution to tourists with visitor information packets and to Montana's tourism countries.

### 2. *Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)*

According to Montana Arts Council's 2005 *Economic Impact of Montana Artists Study*, Broadwater County had approximately \$436,807 value-added sales related to the arts; Jefferson County had \$1,773,975; Lewis and Clark County had \$13,546,265 compared to the state of Montana which realized an estimated economic benefit of \$233,403,685. Therefore, providing a high quality, easy to carry publication featuring the variety of Helena area cultural assets will encourage visitors to stay longer and sample more offerings.

The 2009-2010 publication will also include a calendar of cultural events that can be used to plan vacations, conferences, and events coordination. Having such a calendar can encourage visitors to stay longer in Helena and in the region when they know schedules for other events on a monthly basis. The calendar can also help if visitors are here for weekend activities, go to one of the national parks, and then invite them to return for more events the following weekend instead of going home from the park. The publication is small enough that it can easily be carried with any travel mode. The 2009-2010 publication will be the first time that enough copies can be provided to the Helena Area Chamber of Commerce for their distribution when they respond to tourism and relocation inquiries.

### 3. *Target market for this project.*

Tourists and people considering relocating to Helena who request information from Montana's tourism countries; the Helena Area Chamber of Commerce; visitors to Helena area businesses; Helena residents who can use the publication when they have visitors. Helena's cultural presence on the internet will be improved for making travel decisions by expanding our WEB links (the Public Arts Committee has its own website) and highlighting the booklet through the City, the Chamber and other venues. Travelers to the Helena area are directly targeted through specific distribution strategies and cross marketing with entities like the Montana Arts Council, Montana Historical Society, Helena Tour Train, and the many cultural organizations. Visitors considering relocating to Helena value local artistic offerings – often highly. We cooperate with local entities in contact with prospective arriving residents, including St Peter's Hospital, the Chamber and realtors. People specifically seeking arts outlets are a target market, reached by cooperating with the Montana Arts Council, regional and statewide tourism information entities using arts as an information category, and media featuring artistic offerings such as the Lively Times and the local Your Time venues. All of the above, including participating advertisers, are supplied with copies of this publication.

### 4. *Method of Project Evaluation*

Follow up discussions with the project contractors to determine what worked well and ways to improve the process and project. Businesses who receive the publications will be monitored to determine what worked well and ways for improvement. Additionally, a survey could be included to generate responses from the reader that could be used to

**PRINTED MATERIALS**

Publication "Best Little Arts Town: The 2009-2010 Guide to the Arts in Helena Montana"

Quantity 20,000 (Up to 25,000 desired, depending upon funding assistance from Gold West Country and ad sales)

Color 4 color process Paper Stock white gloss printed on recycled paper

# of Pages or Folds 2 folds, minimum of 40 pages Size 5.5" x 8.5"

Ad Sales (Yes or No) Yes Percentage No more than 50% of the publication may be advertising

Distribution Plan (areas & method) The printer will deliver the publications to the Helena Area Chamber of Commerce for their distribution to out of state visitor requests, and to Helena area cultural organizations, hotels, motels, restaurants and other businesses; publications will be mailed or delivered to Montana Tourism Countries.

Publication \_\_\_\_\_ Quantity \_\_\_\_\_

Color \_\_\_\_\_ Paper Stock \_\_\_\_\_

# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_

Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_

Distribution Plan (areas & method) \_\_\_\_\_

Publication \_\_\_\_\_ Quantity \_\_\_\_\_

Color \_\_\_\_\_ Paper Stock \_\_\_\_\_

# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_

Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_

Distribution Plan (areas & method) \_\_\_\_\_

*Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).*

The additional funds from this grant will allow more copies of the "Best Little Art Town: The 2009-2010 Guide to the Arts in Helena Montana" to be printed and more widely distributed; the first two issues (2005-2006 and 2007-2008) have been well received. This project will provide internet access to the publication with additional web links on the Helena Public Art Committee's website with alternative text provided with the photos that complies with federal ADA requirements.

**REGION/CVB PROJECT BUDGET**  
**PROJECT NAME**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Writer/editor	\$0	+	\$ 500	=	\$ 500
Graphic designer	\$ 0	+	\$ 500	=	\$ 500
Printing and distribution	\$3,500	+	\$8,141.50	=	\$11,641.50
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$3,500		\$8,141.50		\$11,641.50

<b>MARKETING/ADVERTISING:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	0	=	\$0
<b>TOTAL</b>			\$0		\$0

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

<b>OTHER:</b>					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
<b>TOTAL</b>	\$0	+	\$0	=	

<b>REGION/CVB</b>	<b>PROJECT</b>			
<b>TOTAL</b>		\$3,500	\$8,141.50	\$11,641.50